B - ShapeShifter

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Food Industry Trend
→ eating out less, cooking for selves more

Factors Preventing Cooking More Often

- too hard
- too many steps
- no properly shaped pans
- not interesting/fun
Features

- Customizable Cooking Surface
- Automated Pin Array
- Flexible Membrane Creates Contoured Surface
Market
Small Cooking Appliances
(~ 83 MM Units/Yr)

Benchmarking

Competition
(Major Players: Appliances)

Comparables